



City of Tempe

COMMUNICATIONS & MEDIA RELATIONS MANAGER

JOB CLASSIFICATION INFORMATION

<i>Job Code:</i>	010	<i>FLSA Status:</i>	Exempt
<i>Department:</i>	Communications & Media Relations	<i>Salary / Hourly Minimum:</i>	\$133,077
<i>Supervision Level:</i>	Manager	<i>Salary / Hourly Maximum:</i>	\$178,761
<i>Employee Group:</i>	CSU	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Unclassified**	<i>Market Group:</i>	Communications & Media Relations Mgr
<i>Safety Sensitive / Drug Screen:</i>	No	<i>EEO4 Group:</i>	Officials and Administrators
<i>Physical:</i>	No		

****This position is unclassified, which means the employee or the City can terminate the employment relationship at any time, for any or no reason, with or without cause or notice.**

REPORTING RELATIONSHIPS

Receives general direction from the Community Relations Director or from other management staff.
Exercises direct supervision over professional and technical staff.

MINIMUM QUALIFICATIONS

<i>Experience:</i>	Five (5) years of public relations or public information experience including two (2) years of supervisory and program development responsibilities.
<i>Education:</i>	Equivalent to a bachelors degree from an accredited college or university with major course work in business or public administration, journalism, marketing or a degree related to the core functions of this position. Also, bilingual Spanish/English language skills are preferred.

ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To actively support and uphold the City's stated mission, vision, and values. The Director oversees the following areas: public information, public relations, graphic design, audio and video production services, and Tempe Cable 11. In addition, this position coordinates media relations program activities with City divisions and departments and provides highly complex staff assistance to the City Manager and senior management staff as well as provides communications assistance to the City's departments and divisions. The Director has a direct communication and advisory role to the City Council. The

position also provides assistance to the Community Relations Department Manager on a daily and special project basis.

OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Supervise and coordinate the City's public information program, including emergency communications; review and prepare news releases; maintain liaison to the local press and media; act as City spokesperson in highly sensitive and/or complex matters; ability to strategically position the city with media during critical situations; participate in ensuring effective public relations; responsible for emergency communications.
- Supervise and coordinate the City's public information program, which includes functions such as: reviewing and preparing city news releases; researching, writing and coordinating content for the Tempe Today newsletter; serving as liaison to local, national and international media; acting as City spokesperson when necessary; strategically positioning the City with media during critical and routine situations; participating in emergency/crisis communications; assisting when needed in purchasing and coordinating content for advertising done by City departments.
- Plan and supervise the City's public information, public relations, graphic design and Tempe 11 activities; ensure that all projects comply with the City's mission, vision and values, and the City's policies and procedures.
- Plan and supervise the City's communications, public relations, public information and graphic design plan and supervise all activities related to the City's video production services and Tempe Cable Channel 11; ensure that all projects comply with the City's Mission and Values and the City's public relations/communications objectives, policies and procedures.
- Develop and review staff reports related to the division's activities, present reports to City management, the City Council, and other commissions, committees, boards and community organizations.
- Prepare the division budget; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.
- Select, train and evaluate staff; provide/coordinate staff training; work with employees to correct deficiencies; implement disciplinary procedures; recommend employee terminations. Ensure that division staff contributes to the City's mission, vision and values.
- Provide support and advice to City departments, divisions, senior management, the City Manager and City Council in dealing with sensitive and routine media issues; assist with special projects such as community events, openings of new facilities; prepare complex and sensitive reports; prepare remarks as requested for City Council at public events, and research and write newspaper editorials for City Council as requested; directly inform City Council on a 24-7, on-call basis of pending or existing public relations issues and advise as needed on handling/responding to these issues; prepare messaging points for City Council use in responding to media and public inquiries on sensitive or complex issues.
- Manage, coordinate and participate in media relations/communications groups that further the City's ability to promote its messages in the community. Examples include: the City's internal PIO group which gathers public relations professionals from various City departments; the Tempe PR Coalition, an internal and external group of communicators from various

stakeholder groups in the city; and the Spanish-Language Media Outreach Group, a group of City employees from various departments who reactively and proactively reach out to Spanish-language media outlets to convey the City's messages.

- Provide pro-active performance planning utilizing performance management tools.
- Perform related duties as assigned.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- Work is performed in a general office environment with moderate noise;
- Operate a variety of standard office equipment including a computer, telephone, calculator, copy machine;
- Continuous and repetitive arm, hand and eye movement;
- May work in a stationary position for considerable periods of time;
- May lift and carry materials weighing up to 25 pounds;
- May require extensive reading and close vision work;
- May require working extended hours;
- May work alone for extended periods of time;
- May travel to/from meetings and various locations.

COMPETENCIES

CLASSIFICATION LEVEL	INCLUDES	COMPETENCIES
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision
<p><i>For more information about the City of Tempe's competencies for all classifications:</i> City of Tempe, AZ : Competencies</p>		

JOB DESCRIPTION HISTORY

Effective December 2001

Revised July 2002 (Ranged Changed)

Revised July 2004

Revised February 2005 (range adjustment)

Revised October 2005 (change to duties and training)

Revised April 2008 (change to duties)

Revised Nov 2010 (removed optional driver's license statement)

Revised April 2011 (title change)